The South Robertson Neighborhood NEEDS YOUR HELP! Do Something GREAT For Your Community ~

We have a unique opportunity for someone to take charge of the annual SoRo Community Festival and have your work be appreciated by our 25,000 plus stakeholders. After 14 years, it is well organized, funded, and has an established set of people ready to help. We need YOU to oversee the process and manage all the details.

You will meet neighborhood leaders, open dialog with business owners, and work with some exceptional volunteers in the community. It’s a great way to get yourself some exposure, build your management skills, add to your resume and do something that is really important for the community.

This street Festival is open to the community with no admission fee. It is held annually on the first Sunday in June, on South Robertson Blvd. from 11:00 am. to 4:00 pm.. The Festival offers ethnic and vegetarian foods, a live music stage, lots of exciting artist, community and vendor booths, and tons of activities for kids of all ages (Camp SoRo). The Festival celebrates the cultural diversity of our community and aims to build bridges amongst our neighbors, local businesses and public service organizations. About 6,000 to 8,000 people normally attend. This year’s festival will be our 15th annual, held on Sunday June 3, 2012.

As the Festival Director, you are responsible for simply bringing the community together for a terrific event. Specifically:

• Manage the all-volunteer Festival Planning Committee, including allocating responsibilities for specific aspects of the Festival (publicity, entertainment, vendor and food booths, Camp SoRo, fund-raising, etc)
• Help recruit new volunteers when needed
• Liaison with the Neighborhood Council, Councilmember Representatives (CD 5 and CD 10), and other City and Commercial services for logistical support
• Ensures Festival expenses are within budget
• Oversee operations on the day of the Festival

No prior Festival experience is necessary. The prior Director is available for pointers and coaching, most of the prior year volunteers are ready to help again and have worked the festival for years (providing the experience needed to get the job done), and we have a detailed manual that will guide you step by step. You simply need to bring some management experience, a can-do attitude, some time, and tenacity to get the job done.

Preparations have already started, so we need someone that can jump in. Work normally starts in early February, requires a few meetings per month, regularly following up with the various managers, and detailed management the day of the event (hey, you get a walkie talkie and golf cart!). Though it ultimately does require a significant amount of time over the course of 5 months, you will be rewarded with a tremendous new network of community associates, the ability to claim you have done something GREAT for your community, and the appreciation of all the neighborhood leaders. Please, we can use your help!

If needed, we can also provide a modest honorarium to help balance the value of your time.

The SoRo Festival is held under the umbrella of SoRo, Inc., a non-profit 501(c)3 organization, and is co-sponsored by the South Robertson Neighborhoods Council (SORO NC).

If you are interested in becoming the Festival Director, or would like more information, please contact one of our company officers & neighbors: Mary Earl (MaryEarl1@yahoo.com – that’s Earl & a 1) or Laurence DeMers (Laurence@DeMersAndAssociates.com). Ideally, if you can email a brief paragraph of why this works for you and if you have one, a resume –that would be great! You can also check out http://www.soronc.org/programs/sorofestival which has some additional information about the festival itself.

Thank you, it’s only as a team that we can achieve great things!